

Industry Briefings

Daily analysis and forecasting for eight industries in 60 countries

The Economist Intelligence Unit has long set the standard for country analysis and macroeconomic forecasting, and we have one of the largest and most experienced teams of country experts in the world. Building on this model, we are also able to identify and forecast key industry trends by applying the same econometric tools which have built our forecasting reputation.

Our customers need relevant information on critical issues to make decisions so that they can prosper. Our unique perspective on the economic and political factors that shape business sectors sets us apart from other providers of industry information and allows us to place issues in a strategic context for your business. In addition, our nearly 60 years of expertise in country analysis provides a bed-rock of local, regional and global knowledge on which our Industry Briefings are founded.

Industry Briefings provide our five-year forecasts and news analysis for eight key industries, along with relevant background information. Because of our global reach, we are able to cover the 60 major economies that account for more than 95% of world output and trade. Our forecasts are based on the latest data and in-depth analysis of sectoral trends.

All of our analysis and data are presented in a consistent and comparable format. There is no other source of industry information which allows for such ease of comparison across countries and industries.

Industry Briefings keep you abreast of the latest news analysis. They also allow you to assess the size and dynamics of key markets and plan your business strategies.

The portfolio consists of eight individual Industry Briefings, each of which covers 60 key countries:

- Automotive Briefing
- Consumer Goods Briefing
- Energy Briefing
- Financial Services Briefing
- Food and Drinks Briefing
- Healthcare Briefing
- Telecoms and Technology Briefing
- Travel and Tourism Briefing

Briefings can be subscribed to individually or in any combination.

Key features:

- Access to key industry-specific data with more than 50 indices per country. Historical and forecast data are included.
- Regularly updated coverage of critical issues for each sector.
- Frequent email alerts highlighting our latest analysis and forecasts.

- Daily events analysis for each sector.
- Profiles of key companies in each sector
- Analysis and forecasts of commodities relevant to each sector,
- Industry profiles for each of 60 countries in each sector.
- Analysis from an esteemed range of sources within the Economist Group and beyond.

How will you benefit from using Industry Briefings?

- Gain insight into future industry trends that will affect your business.
- Compare countries over time using five-year forecasts
- Monitor latest deals, developments and strategies in your industry and stay current on news analysis.
- Receive an authoritative strategic overview of the key events and developments that affect your business planning.
- Obtain data on your industry in the most cost-effective and flexible way
- Draw on the expertise of the Economist Intelligence Unit's unrivalled network of global contributors and industry specialists.

What analysis do Industry Briefings provide?

Our eight Industry Briefings are designed to keep you fully apprised of all the latest developments in your business sector. As well as looking at the impact of latest events, we are also able to pinpoint important future trends in your market and help you to understand what they mean for your business.

The structure of Industry Briefing provides a global perspective on latest business sector developments and also allows you to delve deeper into the specific issues affecting your industry in particular countries.

Our analysis includes:

- An industry specific homepage featuring our very latest analysis on the issues of the day.
- A critical issues section which deals in-depth with the hot topic for your industry.
- A key players section providing regularly updated profiles of the most important companies in your market.
- 60 individual country homepages for each Industry Briefing taking you straight to our latest analysis and forecasts for the markets most important to you.
- Commodity analysis and forecasting relevant to your industry (e.g. gas and crude oil forecasts for Energy Briefing)

In addition, each Industry Briefing is able to provide you with:

- A database of useful web addresses for each country in each sector
- An outlook for key industry events

Which data series do Industry Briefings provide?

Uniquely, we are able to supply both macroeconomic and industry-specific data in the same place. The source of data is the Economist Intelligence Unit's statistical database, the largest independent source of economic indicators and forecasts in the world.

All data series provide actual data going back five years and forecasts for the next five years. All data are available for each of the 60 countries covered by each of our Industry Briefings.

All data are updated for each country on a monthly basis.

For each Industry Briefing, data are split into four sections:

1. Sector specific data for each Industry Briefing (for each of 60 countries)

- **Automotive:** car registrations, car production, commercial vehicles registrations, commercial vehicles production
- **Consumer Goods:** sales of clothing, footwear, cosmetics, perfumes, furniture, household cleaning products, televisions, computers, video recorders, washing machines
- **Energy:** consumption and production of coal, natural gas, petroleum, refined products and electricity. Refinery capacity, nuclear energy power generation, installed electricity capacity.
- **Financial Services:** current account and time and savings deposits, total lending, bankable households, banking assets, bank loans, net interest income, loans/assets, loans/deposits
- **Food and Drinks:** consumption of calories, protein, meat, fruit, vegetables, fish, milk, coffee, teas. Sales of confectionary, alcoholic and soft drinks, cigarettes.
- **Healthcare:** healthcare spending, pharmaceuticals sales, life expectancy, infant mortality, doctors, hospital beds, infectious diseases, cancers, respiratory diseases, circulatory diseases
- **Telecoms and technology:** telephone main lines, phone faults, mobile subscribers, internet users, broadband subscribers, personal computers, package software sales, IT hardware and services spending
- **Travel and Tourism:** total length and density of paved roads, railway networks. Freight and passenger air transport. International tourism: arrivals, departures, expenditure, receipts

2. Demographics and income (common to each of the 8 Industry Briefings for each of 60 countries)

- **Population:** population number, population percentage change, population by age
- **Employment:** number employed
- **Income:** total personal disposable income, personal disposable income per head
- **Wages:** average nominal wages, average real wages

3. Market size and growth (common to each of the 8 Industry Briefings for each of 60 countries)

- **GDP:** nominal GDP, GDP per head, GDP percentage change

- **Private consumption:** percentage real change per annum
- **Employment growth:** employment growth percentage per annum, recorded unemployment percentage

4. Macroeconomic stability (common to each of the 8 Industry Briefings for each of 60 countries)

- **Consumer prices:** average percentage change per annum
- **Exchange rate:** local currency to US dollar average
- **Budget balance:** percentage of GDP, current account balance/GDP
- **Foreign trade:** total exports, total imports, export volume percentage change per annum, import volume percentage change per annum

Email alert service

Subscribers to Industry Briefings can register to receive regular email alerts. This service is designed to help you get straight to our latest analysis on industry events and our most recently published forecasts.

Which countries do Industry Briefings cover?

Americas

Argentina, Brazil, Canada, Chile, Colombia, Ecuador, Latin America. Mexico, Peru, United States, Venezuela

Africa and the Middle East

Algeria, Egypt, Iran, Israel, Middle East, Nigeria, Saudi Arabia, South Africa

Asia and Australasia

Asia, Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam

Eastern Europe

Azerbaijan, Bulgaria, Czech Republic, Eastern Europe, Hungary, Kazakhstan, Poland, Romania, Russia, Slovakia, Ukraine

Western Europe

Austria, Belgium, Denmark, Europe, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, United Kingdom

How to order

For more information or to apply for a free trial, call or email your nearest Economist Intelligence Unit office. For a complete listing of all our office locations and representatives, please visit www.eiu.com/service.

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